

# Social Media Design Email Campaigns Branding Web Design Print Design Time Management Communications Management

## BRITTANY LEHMAN

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*Dedicated Senior Graphic Designer with over 10 years of Graphic Design work experience. Throughout this time I have refined my strong communication, time management, and organizational skills. Over 10 years of extensive Web Design, Print Design, Social Media Advertising and Email Campaign experience. Currently managing a total of 14 active client accounts and 1 mid-level Designer. I am seeking employment with a company that can provide me with advancement opportunities.*

## GRAPHIC DESIGN & MANAGEMENT SKILLS

Social Media Design & Management • Email Marketing & Design • Brand Standards  
Logo Design • Print Design • Animation • HTML Language Editing • Photo Editing  
Website Design • Website Maintenance • UX Design • Photo Editing • Photography  
Content Design • Proposal Presentations • Training • Google Business Profile  
Compliance • Account Management • Group Project Management • Time Management  
Company Liaison • Client Relations

## SYSTEMS AND SOFTWARE

Adobe Illustrator • Adobe Photoshop • Adobe After Effects • Adobe Dreamweaver  
Adobe Premier Pro • Adobe InDesign • Word Press • Figma • Cloudinary • Gmail  
Microsoft To Do • Microsoft Office • Microsoft Excel • Litmus • Dealer.com • Dealeron  
Dealer Inspire • Site Impact • Eleads • Vin Solutions

## MY CURRENT MONTHLY WORK FLOW

### Bravura Advertising and Design -11/2015 - PRESENT

At the beginning of each month I conceptualize, design, and implement Marketing Campaigns for 14 clients. Making sure to adhere to each client's brand standards as well as gain compliance approval for the majority of this work. Implementing said creative occasionally requires HTML & CSS code tweaking until the LIVE site appears as it should with fully functioning responsive attributes. Later in the month, I re-format said creative for Print Ads, Social Media, and Email Campaigns. I currently conceptualize, design and deploy anywhere from 6-10 Email Campaigns a month. The last two weeks I start redesigning templates, working ahead for the next month, while continuing to answer any clients requests that come in. Throughout this process I delegate work to our Mid-Level and Entry-level designers, making sure to proof their work before it reaches the client.

## PROFESSIONAL EXPERIENCE

### Bravura Advertising and Design -11/2015 - PRESENT

#### Senior Graphic Designer (1/2019)

- Providing current clients with scheduled new creatives and updating websites while providing new clients with custom and unique artwork.
- Prioritizing tasks based on design time constraints, specific client knowledge, and adhering to a 48 hour turnaround policy.
- Collaborating with clients on visuals by providing advice and allowing space for feedback.
- Designing and reformatting artwork for on-site and off-site advertising.
- On-boarding and Training new entry-level and mid-level designers.
- Managing a Direct Report of 1 mid-level designer including work schedule, check-ins, and coaching on prioritization.

#### Mid-Level Graphic Designer (12/2016-1/2019)

- Managing up to 18 clients and creating open lines of communication to create a collaborative environment for creativity.
- Connecting with clients regularly to understand sales objectives, marketing approach, and offer feed back on marketing strategy.
- Creating designs based around brand mission, location, and seasonal promotions.
- Created templates for web banners, web pages, homepage slides, print ads, and news articles.
- Adhering to brand standards and compliance expectations throughout the design process.

#### Entry Level Graphic Designer (11/2015-12/2016)

- Provided Digital and Print Design Production support to Mid and Senior level Designers.
- Created slides, reviewed websites, performed routine website maintenance.

### iHeart Media Columbus- 11/2013 – 08/2015

#### Online Content Coordinator/ Graphic Designer

- Met monthly with the team to compare unique visit numbers.
- Large focus on social media updates including sharing articles across social media sites.
- Designing Pop Culture memes that would be shared throughout social media to create Brand Awareness.
- Creating LIVE tweets and social posts during large iHeart Media events to keep upcoming event trending.
- Creating Logos, Event Advertising, and Radio Station Branding.

## EDUCATION: (2009-2013)

**Bowling Green State University** Graduated with a BFA in Graphic Design and a Minor in Marketing